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NEW BOOKS

- BALL, J. S. *A system of farm cost accounting.* Farmers' bull. 572. (Washington: Supt. Docs. 1920. Pp. 23.)
- BARBER, H. L. *Investing for profits; a guide in making money through investments.* (Chicago: A. J. Munson & Co. 1920. Pp. 285.)
- BERNDT, I. A. *Costs, their compilation and use in management.* (Chicago: H. P. Gould Co. 1920. Pp. xvi, 235.)
- BERRIMAN, A. E., HEATH, ST.G., AND OTHERS. *Industrial administration.* (New York: Longmans. 1920. Pp. vii, 203. \$3.)
- BOYLE, J. E. *Speculation and the Chicago Board of Trade.* (New York: Macmillan. 1920. \$2.50.)
- BUSH, C. H. *Applied business law.* (New York: Holt. 1920. Pp. 244.)
 An elementary book covering essentials of contracts, agency, service, deposits, carriage, sales of goods, partnership, insurance, negotiable paper, real property, business corporation. Part II is entitled *How to Write Business Papers*. Questions and test problems are given.
- CHILDS, F. H. *A treatise on American business law, with illustrative cases.* In seven volumes. Vol. 4, *Property, real and personal.* (Chicago: Walton School of Commerce. 1920. Pp. 515.)
- CLAPP, J. M. *Talking business.* (New York: Ronald. 1920. Pp. 526.)
- CLARK, H. C. *Service at cost plans; an identical analysis of statutes, ordinances, agreements, and commission orders in effect, or proposed, together with a discussion of the essential of local transportation franchises.* (New York: Am. Electric Ry. Assoc. 1920. Pp. 315. \$2.50.)
- DEINER, F. F. *A complete handbook of tailoring and shop management on the sectional or group system.* (New York: F. F. Deiner & Co. 1920. Pp. 152.)
- DOW, C. H. *Scientific stock speculation.* (New York: Mag. of Wall Street. 1920. Pp. 101. \$1.50.)
- ELBOURNE, E. T. *The management problem.* Manufacturing problem series. (London: Library Press. 1919. Pp. 144. 4s. 6d.)
- FERNLEY, T. A. *Price maintenance.* (London: Van Nostrand. 1920. Pp. 311. \$2.)
- FISH, E. H. *How to manage men.* (New York: Engg. Mag. Co. 1920.)
- FREDERICK, J. G. *Understanding business through systematic reading.* (New York: Appleton. 1920. Pp. 76.)
- FREY, A. B. *American business law.* (New York: Macmillan. 1920. Pp. xxv, 514. \$4.50.)

It is stated in the preface that "the object of this book is to set forth clearly and concisely those fundamental principles upon which is built the superstructure of business law. In order to make clear such principles and at the same time to impress them upon the reader's mind in a practical as well as in a theoretic manner concrete illustrations have been used, some of which are synopses of, and excerpts from, the leading cases decided in Great Britain and the United States. At the end of each chapter a number of carefully prepared questions have been given referring to the subject-matter of the text preceding. Some of the hypothetical cases have been chosen from actual decisions of the Courts of Last Resort."

GOLDMANN, O. B. *Financial engineering*. (New York: Wiley. 1920. Pp. x, 271. \$3.50.)

Written primarily for the practicing engineer. Discusses cost analysis; depreciation and appreciation, interest, obsolescence, unit costs, etc.

GREELEY, H. D. *Business accounting*. (New York: Ronald. Five vols. \$34.)

DE HAAS, J. A. *Business organization and administration*. (New York: Gregg Pub. 1920. Pp. 353. \$1.60.)

HODGE, A. C. M. and MCKINSEY, J. O. *Principles of accounting*. (Chicago: Univ. Chicago Press. 1920. \$3.)

IVEY, P. W. *Elements of retail salesmanship*. (New York: Van Nostrand. 1920. Pp. 256. \$2.25.)

JORDAN, J. P. and HARRIS, G. L. *Cost accounting principles and practice*. (New York: Ronald. 1920. \$3.)

KIMBER, A. W. *Foreign government securities*. (New York: A. W. Kimber & Co., Inc. 1919. Pp. 304.)

KITSON, H. D. *Manual for the study of the psychology of advertising and selling*. (Philadelphia: Lippincott. 1920. Pp. 116. \$1.)

The several parts are entitled: Attract attention; Hold attention through interest; Arouse desire; Create confidence and belief; Secure decision and action; Create feeling of satisfaction. "The psychological point of view is strictly maintained." Questions and exercises are furnished. References are given to four books which may be used as texts; and there is a bibliography.

LADD, C. E. *A system of farm cost accounting*. Farmers bull. 572. (Washington: Supt. Docs. 1920. Pp. 23.)

LEE, J. M. *Business writing*. (New York: Ronald. 1920. Pp. xxii, 611.)

LYONS, J. A. and SMITH, O. S. *Lyon's bookkeeping and accounting*. (Chicago: Lyons & Carnahan. 1920. Pp. 240.)

MCGARRAUGH, R. *Mine bookkeeping; a comprehensive system of rec-*

ords and accounts for mining operations of moderate dimensions. (New York: McGraw-Hill. 1920. Pp. viii, 118. \$2.)

MOORE, J. H. and HOUSTON, C. A. *Problems in business law.* The College of the City of New York series in commerce, civics and technology. (New York: Appleton. 1920. Pp. xxviii, 272.)

The introduction notes that "this is the first case book of commercial law prepared for colleges and schools of business. It is not intended for professional law schools."

MOODY, J. *Moody's analyses of investments.* 1920 edition. Part 1, *Steam railroads.* Part 2, *Industrials.* Part 3, *Public utilities.* Part 4, *Governments and municipals.* (New York: Moody's Investors Service. 1920. \$50; \$15 each.)

MUSCIO, B. *Lectures on industrial psychology.* Second edition. (London: Routledge; New York: Dutton. 1920. Pp. 300. \$3.)

"The immediate aim of industrial psychology is to utilize psychological knowledge (a) in selecting workers on the basis of natural fitness and (b) in constructing good methods of work, for the purpose of obtaining from any expenditure of human energy or effort a maximum production." In a comprehensive survey clearly written, and adequately but not tediously illustrated, Muscio presents the salient facts thus far available to industry.

The book does not aim to discuss the selection of workers from the various angles presented in Link's admirable book on *Employment Psychology*; but is rather a convincing compendium of reasons and results. The major portion is devoted to improved methods of work, through scientific management, motion study, and the proper appreciation of fatigue, muscle coördination, and individual differences. The charges of labor against scientific management and the psychology of labor's attitude are constructively treated. The book is unencumbered by technical language, is well organized in content, and direct in statement. It is profitable and entertaining material for any one interested in the industrial world.

CHARLES LEONARD STONE.

OPDYCKE, J. B. *The English of commerce.* With an introduction by FRANK A. VANDERLIP. (New York: Scribners. 1920. Pp. xvi, 435. \$2.25.)

PADDOCK, C. E. and HOLTON, E. E. *Vocational arithmetic.* (New York: Appleton. 1920. Pp. x, 232.)

PARSONS, T. *Laws of business for all the states and territories of the Union and the Dominion of Canada, with forms and directions for all transactions.* New enlarged and revised edition, by C. M. REED. (Hartford, Conn.: S. S. Scranton Co. 1920. Pp. xix, 961.)

PATON, W. A. and STEVENSON, R. A. *Problems and exercises in accounting.* Third edition, revised and enlarged. (Ann Arbor: George Wahr. 1920. Pp. 195. \$1.50.)

The material has been prepared to accompany the author's *Principles of Accounting*. The problems and exercises chosen have been constructed to illustrate specific principles for class-room purposes. Although no attempt has been made to represent exactly the situations arising in accounting practice, many of the problems and exercises, particularly those dealing with financial statements have been adapted from concrete situations. A folio of blank forms has been arranged for use with the book.

ROLLINS, M. *Stocks and their market-places, terms, customs and usages; a reference book for the investor and stock broker*. Revised by P. W. BROWN. (Boston: Finan. Pub. 1920. Pp. 212. \$1.25.)

SALIERS, E. A. *Accounts in theory and practice: principles*. (New York: McGraw-Hill. 1920. Pp. x, 301. \$3.)

SHERWOOD, J. F. *Public accounting and auditing, correlating the subjects accounting, auditing, and commercial law*. (Cincinnati: Southwestern Pub. Co. 1920. Pp. 258. \$3.50.)

SLOAN, C. A. and MOONEY, J. D. *Advertising the technical product*. (New York: McGraw-Hill. 1920. Pp. 365. \$5.)

SNEDDEN, D. S. *Vocational education*. (New York: Macmillan. 1920. Pp. xi, 587.)

SWEET, N. M. *The industrial settlement; a classical exposition of economic forces for the establishment of industrial peace*. (Chicago: Author. 1920. Pp. 64.)

TEAD, O. and METCALF, H. C. *Personnel administration*. (New York: McGraw-Hill. 1920. Pp. 520. \$5.)

THOMSON, E. H. *Farm bookkeeping*. Revised by J. S. BALL. Farmers bull. 511 reprint. (Washington: Supt. Docs. 1920. Pp. 41.)

TRABUE, M. M. and STOCKBRIDGE, F. P. *Measure your mind*. (Garden City, N. Y.: Doubleday, Page. 1920. Pp. 349. \$3.)

The use of mental tests in the United States Army has brought the subject of mental measurement into wide current discussion. Realizing that mental fitness, of a general and of a specific sort, is so large a factor in the problems of industrial efficiency, the alert business man is ready to interest himself in the theory and methods of mental testing and to become acquainted with different types of mental tests.

A compilation such as the Mentimeter tests, which form the nucleus of this volume, serves the latter purpose excellently. A thoughtful examination of the tests will show that they have been carefully worked out, and the items of each test arranged in the most satisfactory order, that of increasing difficulty.

But this valuable material of the book is likely not to receive its due attention from industrial or business men because, although the book purports seriously to crave the audience of industry, it wavers

to catch the teacher and other professional classes; the early pages are sluggish, indefinitely organized reading; points of relatively little moment to the executive, for example, the difference between mental ability and mental capacity, are obscured by tedious attempts at elucidation; and at least the early pages smack very much of academic self-sufficiency.

The book is not a manual like Whipple's *Manual of Mental and Physical Tests*, but suggests a series of tests from which may be chosen various tests of presumed value in a given industrial position or job. It is unfortunate that although "some of these tests have been in successful operation in large industries all over the country," there are no statistics given to show the scores of various types of workmen in the different tests. The illustrative material of the book is chosen chiefly from army uses and from the material around which Dr. Link has built his excellent volume, *Employment Psychology*.

The defects of *Measure Your Mind* are entirely those of organization and composition; the theory, the technique, and the essential content are meritorious.

CHARLES LEONARD STONE.

WAGENSELLER, G. W. *Theory and practice of advertising*. Revised edition. (Middleburgh, Pa.: Wagenseller Pub. House. 1920. Pp. 64. \$1.)

WEED, W. X. *Practical real estate law*. Two vols. (Albany: Bender. 1920. Pp. 852; 1037.)

WILLISTON, S. *The law of contracts*. Vol. 2. (New York: Baker, Voorhis. 1920. Pp. xxi, 1272.)

WRIGHT, H. T. *Organization as applied to industrial problems*. (New York: Van Nostrand. 1920. Pp. 287, illus. \$6.)

Accounting and business management. (Chicago: Am. Technical Soc. 1920. 7 vols.)

A classification of ledger accounts for creameries. U. S. Dept. Agri. bull. no. 865. (Washington: Supt. Docs. 1920. Pp. 40.)

Cost accounting in shipbuilding: report of the committee on uniform methods of cost accounting. (New York: Atlantic Coast Shipbuilders' Assoc. 1919. Pp. 132.)

Michigan C. P. A. manual. (Ann Arbor: State Board of Accountancy. 1920. Pp. 260.)

Operating expenses in retail hardware stores in 1919. Publications of the Graduate School of Business Administration, Harvard University, vol. VI, no. 4. (Cambridge: Harvard Univ. Press. 1920. Pp. 17. \$1.)

Uniform cost system, designed for the National Machine Tool Builders' Association. (Worcester, Mass.: Miller, Franklin, Basset & Co. 1920. Pp. 71.)